

**WHAT IS CLAIMED IS:**

1. A method for selectively displaying multimedia presentations, said method comprising the steps of:

storing a plurality of multimedia presentations at a display system;

providing a scheduling file that defines a predetermined schedule by which said presentations are to be displayed at said display system;

determining said schedule from said scheduling file;

and

displaying said presentations at said display system according to said schedule responsively to said determining step.

2. The method as recited in claim 1, wherein said providing step includes storing said scheduling file at a computing device remote from said display system, and wherein said method further comprises the step of periodically downloading an updated said scheduling file from said remote computing device to said display system.

3. The method as recited in claim 1, further comprising the step of periodically downloading one or more updated said presentations from a computing device remote from said display system and storing said updated

5 presentations at said display system, and where said  
displaying step including displaying said updated  
presentation.

4. The method as recited in claim 1, further  
comprising the steps of

connecting to a computing device remote from said  
display system,

5 scanning for an updated said scheduling file  
corresponding to said display system, and

in response to said scanning step, downloading said  
updated scheduling file corresponding to said display  
system,

10 wherein said determining step includes determining  
said schedule from said updated scheduling file.

5. The method as recited in claim 1, further  
comprising the steps of

connecting to a computing device remote from said  
display system,

5 scanning for an updated plurality of multimedia  
presentations corresponding to said display system, and

in response to said scanning step, downloading said  
updated plurality of multimedia presentations corresponding  
to said display system,

10            wherein said displaying step includes displaying said  
updated presentations.

6.    The method as recited in claim 2, further  
comprising the step of uploading status information  
regarding said display system to said remote computing  
device.

7.    The method as recited in claim 1, further  
comprising the step of automatically modifying said  
scheduling file responsively to data related to said  
display system.

8.    The method as recited in claim 7, wherein said  
data is selected from the group consisting of point of sale  
data, time data, positioning data, and weather data.

9.    A method for distributing multimedia presentations  
via a network, said method comprising the steps of:

         storing a plurality of unassigned multimedia  
presentations on a distribution computing device over a  
5    network;

         in response to a request from a display administrator  
for a connection to said distribution computing device,  
reading an identification of said display administrator;  
and

10           in response to said reading step, providing said  
display administrator access to a set of said unassigned  
presentations corresponding to said identification;

          in response to data received from said display  
administrator, assigning a plurality of said unassigned  
15 presentations within said set to display systems  
corresponding to said identification; and

          transferring said assigned presentations to said  
corresponding display systems over a network.

10. The method as recited in claim 9, further  
comprising the step of scheduling, responsively to data  
received by said display administrator, timing of display  
of said unassigned presentations assigned in said assigning  
step.

11. The method as recited in claim 9, wherein said  
connection communicates using HTTP.

12. The method as recited in claim 9, wherein said  
display administrator includes a web browser.

13. A method for distributing multimedia  
presentations via a network, said method comprising the  
5 steps of:

          storing a plurality of multimedia presentations on a  
distribution computing device;

in response to a request from a display system for a connection to said distribution computing device over a network, reading an identification of said display system;

in response to said reading step, downloading one or more of said multimedia presentations from said distribution computing device over said network to said display system; and

displaying said one or more downloaded multimedia presentations at said display system.

14. A system for distributing presentations over a network, said system comprising:

a display;

a display system having an identification associated with said display system, said display system being configured to play a presentation on said display; and

a distribution server in communication with said display system over a network and housing multiple presentations, a set of said multiple of presentations corresponding to said identification of said display system, wherein said display system is configured to periodically download over said network said set corresponding to said identification.

15. The system as recited in claim 14, further comprising a display administrator in communication with

said distribution server over said network, said display administrator configured to modify said set corresponding to said identification.

16. The system as recited in claim 15, wherein said display system is configured to download said set only when said display administrator has modified said set.

17. The system as recited in claim 14, wherein said distribution server houses a plurality of scheduling files, wherein a scheduling file of said plurality of scheduling files corresponds to said identification of said display system, and wherein said display system is configured to play said presentations based upon data in said scheduling file.

18. A system for distributing presentations over a network, said system comprising:  
a plurality of displays;

a plurality of display systems, each said display system having an identification, and each said display system being configured to play a presentation on a respective said display; and a distribution server in communication with said plurality of display systems over a network and housing multiple presentations and scheduling files, wherein each said scheduling file corresponds to a

15

respective said identification and identifies a set of one or more of said presentations and wherein each said display system is configured to download over said network said scheduling file corresponding to said display system's identification, to download over said network said set of presentations, and to play said set of presentations at said display responsively to said scheduling file.

19. The system as in claim 18, wherein each said set of presentations corresponds to said identification to which the said scheduling file defining said set corresponds, and wherein each said display system downloads its corresponding said set based on said identification.

20. The system as in claim 18, including a display administrator in communication with said distribution server, said display administrator being configured to modify said sets corresponding to one or more said display systems.

21. The system as in claim 20, wherein said display administrator is in communication with said distribution server over said network.